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[TITLE OF THE INVENTION]

Information providing system and method

[ABSTRACT OF THE DISCLOSURE]

An information service comprising an identification code transmitted by mass media, together with primary information, and secondary information having a content relevant to the primary information that is published (i.e. made public) on a Web site, with the same identification code as that attached to the primary information; the secondary information published on the Web site being automatically acquired through auto-piloting, using the identification code transmitted together with the primary information as a clue is disclosed.

[BACKGROUND OF THE INVENTION]

[FIELD OF THE INVENTION]

The present invention relates to a system and method for providing information to complement mass communication by media, in which messages to be conveyed in one-way communication via publication and broadcasting, for example, tend to be limited to mere summarization of events due to various conditions.

[DESCRIPTION OF THE PRIOR ART]

Information service and communication activities by media, as represented by newspapers, for example, are characterized by openness, simultaneity, immediacy and information providers' initiatives, and are carried out by information providers in the form of unilateral and arbitrary distribution of massive amounts of information addressed to an unspecified number of people.

On the Internet, a communication network that has been rapidly growing in recent years, on the other hand, communications using characters, images including moving images, and voice have been made possible through the World Wide Web (WWW), and all the information published at a Web site can be accessed and acquired by any one who need it through home pages, for example.

On the Internet, also provided is a program feature (auto log-in) of automatically executing the procedures of calling up the service provider and starting